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(54) Title: TRANSACTIVATION SYSTEM FOR MAMMALIAN CELLS

(57) Abstract: The present invention is directed generally to compositions and methods for expressing recombinant proteins in a mammalian host cell using a co-expressed transcriptional activator. In particular, the invention provides vectors, host cells, and methods of expressing at least one desired polypeptide by transfecting a mammalian host cell with cistrons encoding a transactivator, a desired polypeptide, and an apoptosis-protective protein.